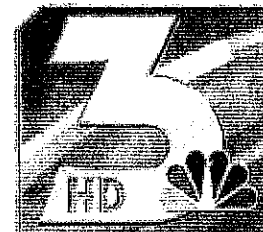


# ORDER



KSNV

**Orders**  
**Order / Rev:** 106615  
**Alt Order #:** 06830030  
**Product Desc:** BERKLEY FOR SENATE  
**Estimate:** 30S  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 06/27/12 / 10/23/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 1831 Chestnut St.  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Berkley, Shelley for Senate *Revised*  
**Demographic:** A25-54  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	98	\$38,850.00	\$33,022.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	98	\$38,850.00	\$33,022.50	0.00
<b>Totals</b>	<b>98</b>	<b>\$38,850.00</b>	<b>\$33,022.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSNV	20%	\$38,850.00
Market	100%	\$194,250.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,160.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$40,792.50
KTUD	0%	\$0.00
KVVU	25%	\$48,562.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,885.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	CM	430a-5a	-TWT---	:30	4	\$50.003		0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWT---		4		\$50.00		0.00					

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT----	:30	4	\$50.003		0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWT---	4		\$50.00		0.00						
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.003		0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$50.00		0.00						
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003		0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$200.00		0.00						
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$200.00		0.00						
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003		0.00	NM	7	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
4	KSNV	10/08/12-10/14/12		M-F 6-7a WakeUp w/Wagner 6-7a	6-7a		-TWThF----	:30	(\$300.00)		0.00	NM			
Credited															
[credit - \$\$ respond on 10/23 flight]															
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	2		\$300.00		0.00						
E 7	KSNV	10/15/12	10/15/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.003		0.00	NM	3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	3		\$400.00		0.00						
E 8	KSNV	10/09/12	10/12/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003		0.00	NM	4	\$1,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	12		\$400.00		0.00						

Order / Rev: 103615  
 Alt Order #: 06830030  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KSNV	10/09/12	10/12/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003		0.00	NM	4	\$1,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--			12		\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
3	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
4	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
5	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
6	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
7	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
8	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
10	KSNV	10/08/12-10/14/12	Today Show			658a-9am	-TWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
E 9	KSNV	10/09/12	10/12/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003		0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--			4		\$175.00		0.00				
E 10	KSNV	10/15/12	10/15/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$175.00		0.00				
E 13	KSNV	10/09/12	10/12/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	\$200.003		0.00	NM	4	\$800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--			4		\$200.00		0.00				
E 14	KSNV	10/15/12	10/15/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$200.003		0.00	NM	0	\$0.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12	Dr. Phil			3-4p	M-----	:30		<del>(\$200.00)</del>		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
E 15	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$300.00		0.00				
E 16	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--			4		\$300.00	0.00					
E 17	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--			4		\$300.00	0.00					
E 18	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----			1		\$300.00	0.00					
E 19	KSNV	10/15/12	10/15/12	M-F Early News	CM	5-630p	M-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----			2		\$450.00	0.00					
E 20	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.00	3	0.00	NM	6	\$2,700.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-TWTF--			8		\$450.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	KSNV	10/08/12-10/14/12		M-F Early News		5-630p	-TWThF----	:30		(\$450.00)	0.00	NM			
Credited															
[credit]															
7	KSNV	10/08/12-10/14/12		M-F Early News		5-630p	-TWThF----	:30		(\$450.00)	0.00	NM			
Credited															
[credit]															
E 21	KSNV	10/09/12	10/12/12	FacetoFace/Ralston Rep	CM	730-758pm	-TW-F--	:30	2	\$225.00	3	0.00	NM	0	\$0.00
				Face to Face w/ J.Ralston											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-TW-F--			2		\$225.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/08/12-10/14/12		FacetoFace/Ralston Report		730-758pm	-TW--F----	:30		(\$225.00)	0.00	NM			
Credited															
[credit - \$\$ respond on 10/23 flight]															
3	KSNV	10/08/12-10/14/12		FacetoFace/Ralston Report		730-758pm	-TW--F----	:30		(\$225.00)	0.00	NM			
Credited															
[credit - \$\$ respond on 10/23 flight]															
E 22	KSNV	10/15/12	10/15/12	FacetoFace/Ralston Rep	CM	730-758pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				Face to Face w/ J.Ralston											
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----			1		\$900.00	0.00					
E 23	KSNV	10/13/12	10/13/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				Vegas Inc.											
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-			1		\$150.00	0.00					
E 24	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	1	\$400.00	3	0.00	NM	0	\$0.00
				M-F Jeopardy/Wheel of Fortune											
JEP/WHEEL															

Order / Rev: 103615  
 Alt Order #: 06830030  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$250.00		0.00						
E 27	KSNV	10/14/12	10/14/12	News 3 Live in Prime News 3 In Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
NEWS AFTER NFL IN PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$600.00		0.00						
E 28	KSNV	10/12/12	10/12/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$1,000.00		0.00						
E 29	KSNV	10/12/12	10/12/12	Fri PR 8-9p Friday Prime 8-9pm	CM	8-9pm	----F--	:30	1	\$750.00	3	0.00	NM	1	\$750.00
WHIT/COMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$750.00		0.00						
E 30	KSNV	10/10/12	10/10/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$1,700.00	3	0.00	NM	1	\$1,700.00
SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$1,700.00		0.00						
E 31	KSNV	10/10/12	10/10/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$1,400.00		0.00						
E 34	KSNV	10/15/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	2		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12		The Tonight Show		1135p-1237a	M-----	:30		(\$500.00)		0.00	NM		
See MG 34.3,34.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/15/12-10/21/12		The Tonight Show		1135p-1237a	M-----	:30		(\$500.00)		0.00	NM		
See MG 34.3,34.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/15/12-10/15/12		The Tonight Show		1135p-1237a	M-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 34.2,34.1															
[Revised Rate to Reinstate]															
4	KSNV	10/15/12-10/15/12		The Tonight Show		1135p-1237a	M-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 34.2,34.1															
[Revised Rate to Reinstate]															
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	8		\$500.00		0.00						

Order / Rev: 103615  
 Alt Order #: 06830030  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00

## TON SHOW

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/08/12	10/14/12	-TWTF--	8	\$500.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
2	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
3	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
4	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
5	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
6	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
7	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
8	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a	-TWThF----	:30	(\$500.00)	0.00	NM						
			See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16												
			[.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
9	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
10	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
11	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
12	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
13	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
14	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
15	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												
16	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a	-TWThF----	:30	\$500.00	0.00	NM						
			Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2												
			[Revised Rate To Reinstate]												

E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
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## NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/08/12	10/14/12	-TWTF--	4	\$425.00	0.00									
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00

Order / Rev: 103615  
Alt Order #: 06830030  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
Product Desc: BERKLEY FOR SENATE  
Estimate: 30S  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1			\$425.00			0.00			
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----SS		2			\$400.00			0.00			
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2	\$450.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		2			\$225.00			0.00			
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	2	\$150.00	3	0.00	NM	2	\$300.00
				News 3 Sunrise SATURDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		2			\$150.00			0.00			
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				News 3 Today - SAT											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$200.00			0.00			
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.00	3	0.00	NM	0	\$0.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		2			\$350.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/08/12-10/14/12		Sunday Today		7a-8am	-----Su	:30		(\$350.00)		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
2	KSNV	10/08/12-10/14/12		Sunday Today		7a-8am	-----Su	:30		(\$350.00)		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.00	3	0.00	NM	0	\$0.00
				Saturday Night Live											
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$550.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/08/12-10/14/12		Saturday Night Live		1130pm-1:02am	-----Sa--	:30		(\$550.00)		0.00	NM		
Credited															
[credit - \$\$ respond on 10/23 flight]															
N 44	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		2			\$1,200.00			0.00			
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	2	\$250.00	1	0.00	NM	2	\$500.00
				Late Night w/Fallon											
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		2			\$250.00			0.00			
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
				The Agenda 1230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		4			\$325.00			0.00			
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				The Agenda 1230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 103615  
 Alt Order #: 06830030  
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$325.00			0.00			
N 48	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--W-F--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W-F--		2			\$1,300.00			0.00			
N 49	KSNV	10/10/12	10/12/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		1			\$325.00			0.00			
N 50	KSNV	10/10/12	10/12/12	Late Night w/Fallon Late Night w/Fallon	CM	1236a-136am	--WTF--	:30	2	\$250.00	1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	--WTF--		2			\$250.00			0.00			
													Totals	98	\$38,850.00